



# Virginia Green Events



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## RiverFest 2013 Norfolk, VA



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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## RiverFest 2013

RiverFest is a festival held in the Colonial Place neighborhood of Norfolk on the banks of the Lafayette River. The neighborhood residents are environmentally conscious - many participate in the River Star Homes program of the Elizabeth River project.

The Lafayette RiverFest engages citizens in hands-on, experiential activities promoting restoration of the Lafayette River through environmentally sustainable practices. The event also provides an opportunity for visitors to interact with local green vendors, non-profit organizations, and governmental agencies in a fun, family atmosphere. And the festival attempts to showcase and promote a variety of green practices in our community and encourage others to help leave a healthier world for future generations.

Additional actions include recruiting food vendors that purchase locally grown, organic or sustainably grown food. Exhibitors provide hands-on, experiential activities that educate visitors about efforts to reduce our environmental impacts. Homeowners will be encouraged to become a River Star Home program which requires a pledge to "scoop the poop", protect storm drains, help geese migrate, don't flush medicines, no grease in the sink, pump out boat sewage at proper facilities and reduce fertilizers.

## Virginia Green Activities

### This facility pledges that they:

#### Recycle.

- Glass bottles
- Aluminum cans
- Plastic bottles

- Paper
- Cardboard
- Other actions taken related to recycling: Waste Stations, to include trash, recycle and (hopefully) composte bins, will be located throughout

### **Minimize the use of disposable food service products.**

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

### **Printed Materials.**

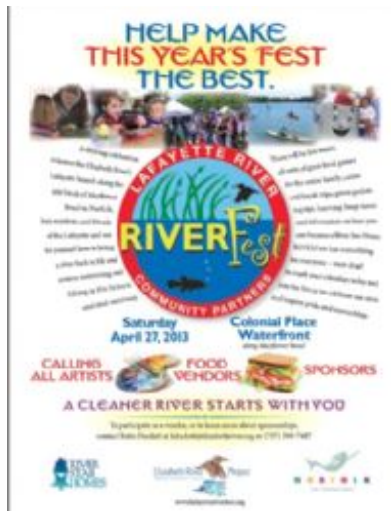
- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Purchase/use paper products with 30% or higher recycled-content

### **Waste Reduction.**

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Donate excess food from events
- Arrange for the composting of food waste and other compostables
- Use non-bleached napkins and coffee filters
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment
- Other actions taken to reduce solid waste: Reusable bags will be available for guests to bag purchases, craft items, exhibitor freebies, etc.

### **Green Signage.**

- Have a link on our website to the Virginia Green Events webpage
  - Have a green event section on our events webpage highlighting all of our green activities
  - Have signs at the event registration which list all of our green activities
  - Use the Virginia Green logo on signs and on recycling containers
  - Other actions taken related to green signage: "Permanent" flags advertising RiverFest are used from year to year. Also, we are using social media
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For more information on **RiverFest 2013**, see or contact Katie Duckett at [kduckett@elizabethriver.org](mailto:kduckett@elizabethriver.org) or 757-399-7487.

For more information on the Virginia Green program, see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

